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(71) Applicant (for all designated States except US): AMERICAN TECHNOLOGY CORPORATION [US/US]; 13114 Evening Creek Drive South, San Diego, CA 92128 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): NORRIS, Elwood G. [US/US]; 16101 Blue Crystal Trail, Poway, CA 92064 (US). CROFT, James J., III [US/US]; 13633 Quiet Hills Drive, Poway, CA 92064 (US).

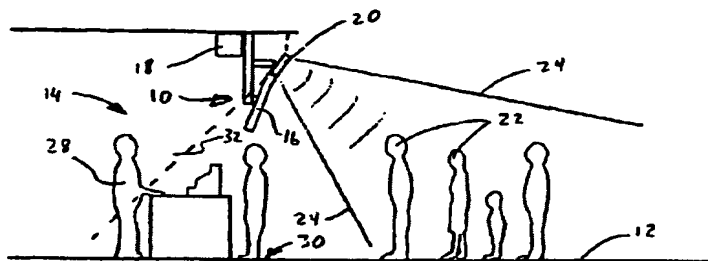
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(54) Title: SYSTEM AND METHOD FOR DELIVERING AUDIO-VISUAL CONTENT ALONG A CUSTOMER WAITING LINE



(57) Abstract: A system for providing audio information to persons in an approach path (12) includes an interaction point (14), and an approach path (12) leading to the interaction point. A parametric sound system (18) is provided, which includes a parametric speaker (20) disposed adjacent to the interaction point. The parametric sound system is configured for limited delivery of sound in a spatially limited audio zone (24) along the approach path (12), within a decibel level above ambient noise levels in the area of the interaction point (14), and sufficiently high to be heard primarily by a person progressing along the approach path (12). The interaction point can be a cashier station, and the system can also include a video display (16) configured to provide video information to persons in the approach path along with the audio information.

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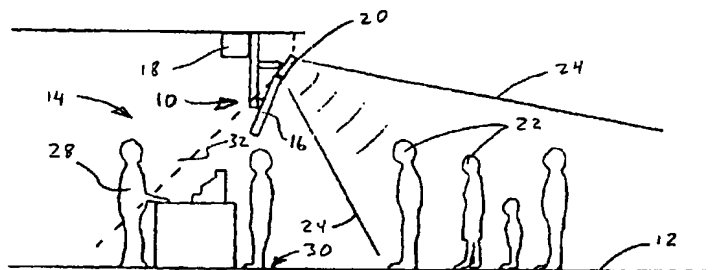
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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : H04R 3/00,5/00,27/00; G06F 17/00;G06F 17/60
US CL : 381/77,79,82; 700/94;705/43,35

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
IEEE Explore

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002/0101360 A1 (SCHRAGE) 01 August 2002 (01.08.2002), Abstract , (page 2, paragraphs 0024-0030) (page 3, paragraphs 0056-0057) (paragraphs 0099-0101)	1,2,4-6,10-13,15-30
Y	US 6,229,899 B1 (NORRIS et al.) 08 May 2001 (08.05.2001), column 4, line 66-column 57	7-9
Y	US 6,771,785 B2 (POMPEI) 03 August 2004 (04.08.2004), abstract, Figures 1 and 2	14
A	US 5,662,190 A (ABE) 02 September 1997 (02.09.1997)	
A	US 2001/0007591 A1 (POMPEI) 12 July 2001 (12.07.2001)	
A	US 6,666,374 B1 (GREEN et al.) 23 December 2003 (23.12.2003), columns 4-6 specifically column 5, line 52-column 6, line 6	
A	EP 0 973 152 A2 (MASSACHUSETTS INSTITUTE OF TECHNOLOGY) 19 January 2000 (19.01.2000), abstract, paragraphs 0007-0012)	

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Mail Stop PCT, Attn: ISA/US
Commissioner for Patents
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Alexandria, Virginia 22313-1450

Facsimile No. (703) 305-3230

Authorized officer

Sinh Tran

Telephone No. 703-505-4700